

DETAILED ACTION

Allowable Subject Matter

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

As per claim 25, line 1, "29" has been changed to - -19 - -.

as per claim 46, the phrase - -being executed on a computer - - has been inserted after "code ".

Authorization for this examiner's amendment was given in a telephone interview With Reginal J. Suyat on June 22, 2009.

2. The following is an examiner's statement of reasons for allowance:

The prior art taken alone or in combination failed to teach or suggest the function of deriving from the account card player information regarding the player and creating on the player tracking server or the gaming machine, based on the player information derived from the account card, a player tracking account for tracking the activities of the player on the gaming network as recited in independent claim 1.

The prior art taken alone or in combination failed to teach or suggest wherein the player tracking system is operable to generate a player tracking account corresponding to a player upon presentation to one of said gaming machines player information derived from an account card associated with the player, the account card corresponding to a remote account unrelated to the player tracking system, thereby allowing the player to be registered with the player tracking system without requiring the player to specify the player information used to create the player tracking account as recited in independent claim 19.

The prior art taken alone or in combination failed to teach or suggest tracking system on a gaming network, the computer program instruction being operable to cause at least one computing device to create a player tracking account for the player upon presentation to said computing device player information derived from an account card associated with the player, the account card corresponding to a remote account unrelated to the player tracking system, thereby allowing the player to be registered with the player tracking system without requiring the player to specify the player information used to create the player tracking account as recited in independent claim 37.

The prior art taken alone or in combination failed to teach or suggest a player tracking system operable to create, based on said player tracking information, said player tracking account in a player tracking database associated with said gaming environment in order to effectively track said player in said gaming environment, thereby creating said player tracking account for said player without requiring said person to specify said account information used to create said player tracking account as recited in independent claim 39.

The prior art taken alone or in combination failed to teach or suggest creating on the player tracking server or the gaming machine, based on said player tracking information, said player tracking account in a player tracking database associated with said gaming environment in order to effectively track said player in said gaming environment, thereby creating said player tracking account for said player without requiring said person to specify said account information used to create said player tracking account as recited in independent claim 43.

The prior art taken alone or in combination failed to teach or suggest computer program code for creating, based on said player tracking information, said player tracking account in a player tracking database associated with said gaming environment in order to effectively track said player in said gaming environment, thereby creating said player tracking account for said player without requiring said person to specify said account information used to create said player tracking account as recited in independent claim 46.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Frantzy Poinvil whose telephone number is (571) 272-

6797. The examiner can normally be reached on Monday-Thursday from 7:00AM to 5:30PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Thomas Dixon can be reached on (571) 272-6803. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

**/Frantzy Poinvil/
Primary Examiner
Art Unit 3696**

FP
June 20, 2009